

MARKETING:

****Always include the Animal ID with all communications and marketing****

You don't have to be an advertising executive to create an emotional connection between your foster and an adopter! Check out these guidelines and helpful tips below. **Remember, goodbye is the goal!**

First five (5) days: Send BARCfoster@houstontx.gov new photo(s), video, bio, and personality traits (e.g. loves chin scratches, afraid of the vacuum, house-trained). We'll upload them on our site to catch adopters' eyes! (Check your pet's profile the day after you send photos to make sure BARC uploaded them!)

After 3 weeks: Send new photos & personality updates to BARCFoster@houstontx.gov so we can share and boost your pet's online presence!

After 2 months: Check in with BARC to see how we can help you promote your pet even more! Do they need more training? More medical care? How can we help?

- **Social media is KEY.** Share! We recommend posting at least every three (3) days, using hashtags like #adoptable, #houstonpets, #barchouston. Get creative with your photos/videos – use TikTok, dress your pet up, and consider trending memes!
- **Adoptimize** your photos with colorful backgrounds <https://foster.adoptimize.co/>
- **Reach out to rescue groups:** Send pictures and a story about how great your foster is! If a rescue wants to take over care the pet, they must email BARC.AID@houstontx.gov for approval.
- **Use word of mouth:** advocate for them with friends, family, and coworkers!
- **Join our Facebook pages!** Join [BARC Houston Fosters & Volunteers](#) to ask questions and find a re-foster if needed!